



Regional Breastfeeding Coalitions in California

Department of Health Services
Maternal and Child Health Branch
March 2004



Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Alameda County Alameda County Breastfeeding Coalition	Lyn Diana, RD, MA Alameda County MCAH 1000 Broadway, Suite 500 Oakland, CA 94607 Ph (510) 208-5968 Fax (510) 267-3270 ldiana@co.alameda.ca.us Or Pam Brett Alameda County MCAH 1000 Broadway, Suite 500 Oakland, CA 94607 Ph (510) 208-5982 Fax (510) 267-3270 pbrett@co.alameda.ca.us	Lactation consultants, nurses, La Leche League Leaders, PH nutritionist, health educators, physicians, midwives	<ul style="list-style-type: none"> Established in 1996 Meets 6 times/year Mission: <ol style="list-style-type: none"> Redefine breastfeeding as the highest quality standard of care for infant feeding . Create accessible peer support and follow-up education for women and their families to experience success. Promote breastfeeding friendly communities, environments and awareness. 	<ul style="list-style-type: none"> Support AB 157 Support “Baby Friendly status” for local hospitals Increase breastfeeding images in hospitals, at WIC, and in the community Educate health care providers Obtained grant money to create a peer-counseling program.
Antelope Valley Breastfeeding Coalition	Sonja Beck, CLE, IBCLC Antelope Valley Hospital WIC Program 44244-10 th Street West, Lancaster, CA 93534 Ph (661) 726-6441 Fax (661) 949-5940 Maureen.simanski@avhospitals.org	Lactation consultants and educators, nurses, physicians, La Leche League leaders, WIC registered dietitian, Breast pump Co. reps, health educators.	<ul style="list-style-type: none"> Established 1998 Meets monthly Vision: The Antelope Valley Breastfeeding Coalition is committed to building a community that will support a family’s decision on breastfeeding. Mission: The Antelope Valley Breastfeeding Coalition is committed to building a community where breastfeeding is accepted as the primary feeding choice for optimum child and maternal health. The Antelope Valley Breastfeeding Coalition promotes breastfeeding by: <ul style="list-style-type: none"> Providing families with information about the benefits of breastfeeding Enlisting support for breastfeeding in the medical community. Organizing educational opportunities for health care professionals. Partnering with local business to support breastfeeding mothers. Networking with breastfeeding resource and support groups. 	<ul style="list-style-type: none"> Breastfeeding Resource Guide Co-sponsored a CME program for physicians and health care providers In service for physician’s office staff Bi-annual newsletter WBW Actives Assist in NICU BF Support Program

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Bay Area & Coastal Counties: Alameda, Contra Costa, Marin, Monterey, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Bay Area & Coastal Counties WIC Regional Network	Anne Garrett, RN, MS, IBCLC San Mateo WIC Program 32 W. 25 th Ave, # 203 A Ph (650) 573-2955 Fax (650) 577-9223 agarrett@co.sanmateo.ca.us	WIC breastfeeding coordinators and other interested WIC personnel	<ul style="list-style-type: none"> Established in 1996 Goal: <ol style="list-style-type: none"> Support WIC staff efforts Promote breastfeeding 	<ul style="list-style-type: none"> Resource sharing/collaboration Member education Strengthen communication with state WIC Branch regarding breastfeeding issues affecting local agencies
Butte County Breastfeeding	Debbie Pierce, RN, PHN, IBCLC Butte County Public Health Dept. 695 Oleander Ave. Chico, CA 95926 Ph (530) 891-2869 Fax (530) 879-3309 dpierce@buttecounty.net Monica Soderstrom, RN, PHN msoderstrom@buttecounty.net Lorna Humphreys, CLE, IBCLC Butte County WIC 1311 Mangrove Suite E Chico, CA 95926 Ph (530) 891-2768 Fax (530) 895-6544 Lhumphr555@aol.com	Lactation consultants, Nurses, LaLeche League Leaders, Maternal and Child Health, CPSP program coordinators, WIC (Woman, Infants and Children) Nutritionists, Health Educators, Butte County Health Department, Childbirth Educators, Enloe Hospital Lactation Services, Planned Parenthood, and anyone interested in Breastfeeding.	<ul style="list-style-type: none"> Established in 1998 Meets monthly Mission Statement: To improve the health and well being of children and families by facilitating cultural support and acceptance of breastfeeding as the standard. 	<ul style="list-style-type: none"> Networking and member support Community and professional Education County Proclamation Display windows set up to increase public awareness of breastfeeding Lending library Professional education as well as support in court for breastfeeding women and visitation. Also we have breastfeeding mothers support groups in the four major cities that meet weekly. World Breastfeeding Week

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Central California, WIC Breastfeeding Coalition, Fresno, Kern, Kings, Madera, Mariposa, Merced, San Benito and Tulare Counties	Julie Casillas, R.D., C.L.C. 1920 Mariposa Mall Suite 120 Fresno, CA 93721 Ph (559) 263-1380 Fax (559) 263-1152 wic.rd@fresnoeoc.org	Fresno Co. and Kern Co. Boc, United Health Center of San Joaquin Valley, Merced County Community Action, San Benito Health Foundation, Madera & Tulare Counties	<ul style="list-style-type: none"> Established 1996 Meets biannually 	<ul style="list-style-type: none"> World Breastfeeding Week Clinic Support
Contra Costa County Contra Costa Breastfeeding Task Force	<p>Nancy Hill, MS,RD,CLE Contra Costa Health Services 597 Center Ave., Suite 365 Martinez, CA 94553 Ph (925) 313-6260 Fax (925) 313-6708 nhill@hsd.co.contra-costa.ca.us</p> <p>Lisa Broughton Nursing Mother's Council 1722 Vincente Road Concord, CA 94519 (925) 686-3787 lbroughton@astound.net</p>	WIC, La Leche League, lactation consultants, county hospital personnel, Newborn Connections, hospitals/pediatric providers	<ul style="list-style-type: none"> Established in 1994 Meets bimonthly Mission: "To promote breastfeeding in Contra Costa County and support activities that make it a real part of the lives of families" 	<ul style="list-style-type: none"> "March for Mothers' Milk," an awareness and fund raising event. Breastfeeding referral and resource list for health care professionals. Breastfeeding education for health care providers. Toll free breastfeeding advice warmline.

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El Dorado County	<p>Cindy Gaffney, PHN Divide Wellness Center, PO Box 1807 Georgetown, CA 95634 Ph (530)333-1917 x 241 Fax (530) 333-2832 cgaffney@co.el-dorado.ca.us</p> <p>Valerie Finnigan, PHN, MSN El Dorado Public Health Department 1360 Johnson Blvd, Suite 103 South Lake Tahoe, CA 96150 Ph (530) 573-3177 Fax (530) 543-6819 vfinnigan@co.el-dorado.ca.us</p> <p>Wendy McCoy, IBCLC 6811 Bertie Lane Placerville, CA 95667 Ph (530) 621-2581 Fax (530) 621-2526 sozo@cwnet.com</p>	WIC, County Office of Ed Nutritionist, Public Health Department, Family Resource Center, Breastfeeding Mom, La Leche League, Registered Dietitian, Certified Lactation Consultant, Marshall Hospital	<ul style="list-style-type: none"> Established in 1994 Mission: To promote, protect and support breastfeeding as the healthy way to feed infants for the first year of life. Goals: <ol style="list-style-type: none"> 1. Improve breastfeeding rates and duration 2. Establish 10 express stations to support the breastfeeding women returning to work 3. Provide current, accurate breastfeeding information to providers and health professionals in order to promote a unified message that strengthens breastfeeding skills 4. Establish a warm line phone service for breastfeeding moms. 	<ul style="list-style-type: none"> Promote World Breastfeeding Week Newspaper articles Distribution of tote bags containing breastfeeding information and materials BOS proclamation supporting breastfeeding Quarterly newsletters to physicians Annual training to hospital staff Annual distribution of updated resources for breastfeeding support services

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Fresno County	<p>Laurie Misaki, BSN, RN, CLC Perinatal Services Coordinator MCAH/Community Health Dept. PO Box 11867 Fresno, CA 93775 Ph (559) 445-3307 Fax (559) 445-7000 lmisaki@fresno.ca.gov</p> <p>Julie Casillas, RD, CLE Ph (559) 263-1380 Fax (559) 263-1152 Wic.rd@fresnoeoc.org</p>	Local Health Department, County WIC Programs, Local Hospitals, Medi-Cal Managed Care Providers, LLL, Tee Pregnancy Program, Physicians, Nurses, Social Workers, CSU Fresno, CPSP Providers and anyone interested in breastfeeding.	<ul style="list-style-type: none"> Established June 1999 Mission: We exist to organize local efforts to improve the health of our community by educating, promoting and supporting breastfeeding. Goals: <ol style="list-style-type: none"> 1. Encourage breastfeeding friendly policies and procedures in all areas of hospital/birthing centers in Fresno. 2. To establish county wide breastfeeding 3. Support, referral & resource book. 4. To train health care providers on breastfeeding and lactation management. To encourage universal education on breastfeeding in health care system where every pregnant woman receives breastfeeding education at every visit and support post-partum. 5. To target high risk groups (i.e.-teen, low-income, ethnicity) to break down breastfeeding barriers. 6. To establish continuing outreach and education in the community through health fairs and events. 	<ul style="list-style-type: none"> Development of Resource Guide/Web Page with Fresno County Web Site. Physician and Health Care Professional Training Develop prenatal packet for each trimester for physician offices. World Breastfeeding Week Promotion Community awareness/ education
Glenn County Breastfeeding Coalition	<p>Nadine Viet, PHN, CLE 240 North Villa St. Willow, CA 95988 Ph (530) 934-6588</p> <p>Stacy Stephenson, PHN (same address) Ph (530) 573-3177</p>			

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Humboldt County Breastfeeding Task Force of Humboldt County	<p>Alison Lorenz Forbes, PhD alorenz@co.humboldt.cat.us</p> <p>Jacquie McShane, RN, IBCLC, Lactation Specialist - WIC 730 Harris Street, Eureka, CA 95503 Ph (707) 599-3652, Fax(707) 441-2030 jacquiem@humboldt1.com</p>	MCAH, WIC, Private Consultants, Health Providers, La Leche League-anyone interested in supporting breastfeeding	<ul style="list-style-type: none"> Established in 1996 Meets monthly Mission statement: not yet developed. 	<ul style="list-style-type: none"> Breastfeeding Week campaigns Breastfeeding Support Clinic@ Mall County Proclamation Information & Referral for Breastfeeding Support Education of Health Care Providers

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Imperial County Breastfeeding	Amy Binggeli, MPH, RD, CHES, CLE Imperial County Public Health Department 935 Broadway Ave. El Centro, CA 92243 Ph (760) 482-4716 Fax (760) 482-4757 amybinggeli@imperialcounty.net	Public Health, Private Medical Providers, Lactation Educators & Consultants, Hospital birthing centers, WIC, School based pregnant minors programs, Community members, moms,	<ul style="list-style-type: none"> Established 1999, Meets every 3rd Tuesday of the month Mission: As breastfeeding advocates, we will increase breastfeeding initiation and duration rates by providing accurate breastfeeding education support and training to our community. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Provide early prenatal and postpartum breastfeeding education and support to mothers in Imperial County via classes, breastfeeding warmlines, home visits and support groups. 2. Provide training to physicians and other healthcare providers so they can support breastfeeding in accordance with the American Academy of Pediatric Breastfeeding policy statement. 3. Promote baby friendly policies in our hospitals, doctor's offices & community. 4. Provide breastfeeding education in our local schools, community college and churches. 5. Form a local La Leche League in our community. 6. To always respect and support each other in all of our endeavors. 	<ul style="list-style-type: none"> Information exchange Act as a resource for community Maintenance of a bilingual local breastfeeding resource guide World Breastfeeding Week promotion activities Collaboration with San Diego County Breastfeeding Coalition Educational presentations to medical & public health communities Outreach and education to community members
Inland Empire Breastfeeding Coalition	Dr. Bruce Smith San Bernardino County Public Health 799 East Rialto Avenue San Bernardino, CA 92415-0011 (909) 383-3057 BSmith@dph.sbcounty.gov Donna Erlewine, RN, MSN, IBCLC Loma Linda Medical	Lactation consultants, nurses, La Leche League Leaders, Maternal, Child and Adolescent Health (MCAH) nutritionists, WIC (Women, Infants and Children) nutritionist, health educators, physicians, midwives, and anyone interested in furthering breastfeeding promotion and education.	Our coalition was formed in 1994 by health professionals from several institutions interested in encouraging lactation in the Inland Empire. Our mission is to promote, protect, and preserve breastfeeding throughout the Inland Empire	<ul style="list-style-type: none"> Annually honors a "Mother-Friendly Workplace of the Year", Since 2001 has held an annual breastfeeding photo contest in conjunction with the Redlands Camera Club, Recognizes mother-friendly restaurants in the Inland Empire, Edits the Model Hospital Breastfeeding Policies, which are recommended and distributed to all birthing hospitals in California by the State Department of Health

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	Center 11234 Anderson St., Room 3422 Loma Linda, CA 92354 Ph (909) 558-7269 Fax (909) 558-4152 DErlewine@ahs.llumc.edu			Services, <ul style="list-style-type: none"> Began and passed on to Loma Linda University Medical Center a lactation training program which has evolved and grown to train over 1000 nurses in the Inland Empire, Educate the public and government officials regarding the impact of selected legislation on breastfeeding Educate various health professionals and the general public regarding the normalcy of breastfeeding and the risks of artificial feedings for infants, mothers, and society
Inyo, Mono Counties BIBS: Breastfeeding is Best Support (group)	Carolyn Balliet Mono County Health Dept. P.O. Box 3329 Mammoth Lakes, CA 93546 Ph (760) 924-1830 Fax (760) 924-1831 Carballiet@yahoo.com	WIC Inyo and Mono Health departments, Toiyabe WIC Northern Inyo Hospital, Mammoth Hospital, Local pediatrician and certified nurse midwife	<ul style="list-style-type: none"> Established in 1996 Meets every other month Mission and goals: “To empower families to breastfeed their infants for the critical periods of growth and development through education, access to support services, and role models” 	<ul style="list-style-type: none"> Annual publicity for National Breastfeeding Week on radio and television Display window in library and bookstores Infant jumpsuits given to moms breastfeeding for 3 months 3 day lactation support specialist training for hospital staff, CNM, health departments, WIC personnel and Providers nurses Presentation at Childbirth Education Classes in Mammoth and follow up in hospital post partum and contact upon discharge Ongoing review of statistics of numbers of women breastfeeding, length of time, and reasons for stopping.

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Kern County Kern County Breastfeeding Promotion Coalition	Michelle Sakamoto PO Box 60434 Bakersfield, CA 93386 Ph (661) 871-9370 BSMS8793@aol.com	Lactation Consultants, Nurses, WIC, Health Educators, Physicians/ Pediatricians, Home Health Agencies, Perinatal Services Coordinator, CSUB Nursing Faculty, UC Cooperative Extension Programs, Managed Care Reps, Co. Health Dept., Healthy Mothers, Healthy Babies of Kern Co., Hospitals, AFLP, interested individuals and parents	<ul style="list-style-type: none"> Established in 1997 Meets monthly Mission: To organize local efforts to improve the health of our community by promoting, supporting and protecting breastfeeding Goals: Increasing the number of Physicians and other primary health care providers in Kern Co. who include Breastfeeding/lactation counseling and referral as a part of routine prenatal care, and to provide accurate and consistent breastfeeding information and resources to women, health professionals and the Kern community. 	<ul style="list-style-type: none"> Participated in Breastfeeding Awareness Week/Gold Ribbon Campaign Breastfeeding Promotion Ads on local news station Breastfeeding article in local paper during breastfeeding Awareness Week Collection of local breastfeeding materials and resources
Kings County Breastfeeding Coalition http://kingscountybc.homestead.com/kcbreastfeedingcoalition.html	Rachel Pepe P.O. Box 555 Hanford, CA 93230 Ph (559)583-7630 rpepe@sbcglobal.net Gloria Pierson BSN, CLC, PHN; Perinatal Service Coordinator GPierson@co.kings.ca.us Kings County Dept. of Health 330 Campus Drive Hanford, CA 93230 Ph: (559) 582-3211 x 4513 Fax (559) 582-8388	Lactation consultants, RN's, PHN's, CNM's, MD's, RD's, La Leche League, Adolescent Services Case Managers, WIC staff, Perinatal Services Coordinator, Business owners, breastfeeding women, hospital staff, child birth educators, members of the community	<ul style="list-style-type: none"> Established August 1998 Mission Statement: Promote breastfeeding as optimal nutrition in a supportive community environment where women are empowered to choose to breastfeed through consistent, accurate information from health care providers, hospitals, and other community resources. 	<ul style="list-style-type: none"> Breastfeeding Welcome Here Campaign – encourage local business to be breastfeeding friendly by displaying a decal in their window. Prop 10 Grant for breastfeeding education for physicians, health care providers, RNs, PHNs, and medical support staff. Continuing education credits were provided. Encourage and support Baby Friendly status for the local hospital. Developed a breastfeeding support resource list for health care providers. Web site developed. http://kingscountybc.homestead.com/kcbreastfeedingcoalition.html

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Los Angeles County The Breastfeeding Task Force of the Greater Los Angeles www.BreastfeedLA.org	<p>Karen Peters MBA, RD, IBCLC Executive Director 1821A Speyer Lane Redondo Beach, CA 90278 Ph: (310) 374-1012 Fax: (213) 596-5776 kpeters@breastfeedLA.org</p> <p>Kiran Saluja, MPH, RD Public Health Foundation Enterprises, Inc. 12781 Schabarum Avenue Irwindale, CA 91706 Ph (626) 856-6618 ext 202 Fax (626) 472-6298 ksaluja@earthlink.net kiran@phfewic.org</p> <p>Sandra Apgar Steffes, MSN, RN 1406 Avenida de Cortez Pacific Palisades, CA 90272 Ph: (310) 374-1012 Fax: (213) 596-5776 skaslac@aol.com</p>	Local health department, Great Beginnings for Black Babies, Kaiser, March of Dimes, WIC, La Leche League, UCLA, White Memorial Medical Center, Women and Children's Hospital, Los Angeles County/USC Medical Center, Lactation Institute, San Gabriel Valley Medical Center, LACare, Health Net, LA County CPSP, Regional Perinatal Programs of California, 4 programs.	<ul style="list-style-type: none"> Established in 1994 Meets quarterly Mission: "To improve infant and family health by making breastfeeding the cultural norm by creating a supportive public environment to positively impact the initiation and duration of breastfeeding." 	<ul style="list-style-type: none"> Professional education Not for Profit 501-C-3 Corporation, formed 2001 Website: www.BreastfeedLA.org Collaborations with UCLA, DHSLA Co, WIC programs to do strategic planning to promote and support breastfeeding "Breastfeeding welcome decals" available on website Breastfeeding Resource Directory – free to users, updated annually. Free monthly newsletter. Subscribe at www.BreastfeedLA.org
Madera County Task Force	Marilyn Marsh 14215 Road 28 Madera, CA 93638 Ph (559) 675-7623 fax: (559) 765-7612 mmarsh2u@theworks.com		Focus is grant writing	

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Mendocino County Breastfeeding Coalition	Tess O'Connell, RD, IBCLC Mendocino County Public Health Dept. 1120 South Dora Ukiah, CA 95482 Ph: (707) 472-2739 Fax: (707) 472-2734 oconnell@co.mendocino.ca.us Margaret Turano, MS, CBE 2910 Mill Creek Rd. Ukiah, CA 95482 Ph: (707) 468-9587			
Merced County Breastfeeding Coalition	Loretta Porta, RN, BSN, CLC Golden Valley Health Centers 737 W. Childs Ave. Merced, CA 95340 Ph: (209) 383-1848 ext.371 lporta@gvhc.org	Merced County WIC, Merced County Department of Public Health, Mercy Medical Center Merced, Memorial Hospital Los Banos, Golden Valley Health Centers, La Leche League	Re-established October 2001. MISSION STATEMENT: Our mission is to exceed The Healthy People 2010 goals of 75% of babies breastfed in the early postpartum period, 50% breastfed at six months and 25% breastfed at one year. GOALS ARE: 1. Educate and encourage healthcare professionals to promote and motivate pregnant women to breastfeed 2. Provide opportunities for prenatal and postpartum breastfeeding education 3. Encourage positive breastfeeding images in our community. 4. To assist the community to ensure that California breastfeeding laws are understood, supported and enforced	Develop and maintain breastfeeding resource directory. Quarterly professional lactation education CEU classes.

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Modoc County: Modoc County Breastfeeding Coalition	Joyce Miller RN, PHN, CLC Modoc County Public Health Department 441North Main Street Alturas, CA 96101 Ph (530) 233-6311 Fax (530) 233-5754 Email: jhmiller@hdo.net	Hospital Staff, WIC, Parenting specialist, Nurses, Childbirth educator, Public Health Nurse, Breastfeeding volunteers, Breastfeeding mothers	<ul style="list-style-type: none"> • Established in December of 1998 • Meets bi-monthly • Mission: To promote, support and protect breastfeeding through education and outreach in our county • Goals: <ol style="list-style-type: none"> 1. Coordinate breastfeeding services among agencies and health care providers 2. Increase community awareness of the benefits of breastfeeding 3. Develop breastfeeding resources in the county for all breastfeeding mothers to use 4. Promote the “Baby Friendly Hospital Initiative” in Modoc County hospitals 	Activities in Progress (P), Ongoing (O), Completed (C) <ul style="list-style-type: none"> • Development of BF assessment/education form to be used by all agencies working with BF mothers. (C) Form is now in use by home visiting staffs. (O) • Coordination/collaboration of educational materials between agencies. (O) • Participation in local Health Fair(s), as well as media outreach to newspaper/TV. (O) • Purchase of 4 electric breast pumps and lactation supplies with Prop 10 funds for use by community women. (P) • Promotion of referrals to BF volunteers and home visiting programs and renewal of participation in BF support group. (P) • Ongoing presentation about the benefits of BF to interested groups, childbirth education classes, medical providers (nurses, physicians) and agencies. (O) • Develop a plan to obtain duration of breastfeeding statistics for our county as well as identification of barriers to BF. (P)

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Monterey County Monterey County Healthy Mothers, Healthy Babies, Breastfeeding Promotion Committee	Roberta Gonzalez-Dow MPH, RD, CLE Monterey County Health Dept. 1292 Olympia Ave. Seaside, CA 93955 Ph: (831) 783-1244 Fax: (831) 783-1276 Gonzalez- dowr@co.monterey.ca.us Trina Ammar, RN, IBCLC Community Hospital of Monterey Peninsula 1120 Forest Ave, Pacific Grove, CA 93950 Ph: (831) 625-4515 ext.1702 Fax: (831) 625-4795 Trina.ammar@chomp.org	Monterey County Health Department: Perinatal Services, WIC, Outreach and Education, Community Hospital of the Monterey Peninsula, Natividad Medical Center, Salinas Valley Memorial Healthcare Systems, Mee Memorial Hospital, Visiting Nurses Association, Central Coast Alliance for Health, Salinas Adult School, Dentistry for Children and Teenagers, Nursing Mothers Council of Salinas, Monterey Peninsula Pediatric Group, Seaside Family Health Center, Acacia Family Medical Group, Alan Rosen, MD, Ruth Gingerich, CPNP, Sumana Reddy, MD, and John Torontow, MD	<ul style="list-style-type: none"> Established in December 1999 Meets every other month Vision: “That breastfeeding will be the norm in Monterey County for at least the first year of life and preferably longer.” Mission: “To improve infant, maternal, and family health through the promotion, support, and protection of breastfeeding in Monterey County.” Goal: “Is to provide a consistent and coordinated message to achieve the following strategies: <ol style="list-style-type: none"> strengthen individual breastfeeding knowledge and breastfeeding skills increase community awareness of health, economic and environmental benefits of breastfeeding provide breastfeeding education to healthcare professionals foster new and continuing members of the Breastfeeding Promotion Committee improve institutional practices towards breastfeeding promotion and support influence breastfeeding policy and legislation 	Planned Activities for FY 2000-2001: <ul style="list-style-type: none"> Continue to distribute breastfeeding resource guide for moms. Create social marketing campaign. Conduct photo contest of positive breastfeeding images. Generate press releases. Develop and distribute breastfeeding bulletin to Monterey County Health care providers. Organize and sponsor CME conferences and workshops. County to develop worksite policy on breastfeeding and implement the policy. Promote Baby-Friendly hospital initiative. Pass County Board resolution proclaiming August as Breastfeeding Awareness Month in Monterey County.

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Napa County/Yolo County Napa Valley Breastfeeding Coalition, Yolo County Breastfeeding Coalition	Patti Brown, RN, BS, C/PNP, IBCLC PO Box 3874 Napa, CA 94558 Ph (707) 224-8848	Membership is open to all interested people. Current membership includes: Lactation Consultants, La Leche League, WIC, Public Health Nurses, Midwives, Physicians, AFLP/Cal-Learn, Hospital Maternity Center Staff, Healthy Moms and Babies CPSP breastfeeding support staff, Partnership Health Plan of California.	<ul style="list-style-type: none"> Established in 1996 Meets monthly Mission: To provide informed, accurate, appropriate and consistent education and guidance to women learning about breastfeeding to those who have chosen to provide their children with breastmilk and to their families whose support is important to their success. Goal: To promote, protect and support breastfeeding in Napa County 	<ul style="list-style-type: none"> Planning and implementation of a Peer Counseling Training Program Ongoing networking and information sharing Country wide breastfeeding survey Speakers on breastfeeding topics World Breastfeeding Week activities annually Participation in Health fairs
Northern California Breastfeeding Council NCBC Counties included: Shasta, Siskiyou, Plumas, Trinity, and Tehama	Terri Funk, RN, PHN, Siskiyou County MCAH Program Director 806 S. Main Yreka, CA 96097 Ph (530) 841-4070 funkt@co.siskiyou.ca.us Or Patty Leal RN, PHN, LE, Siskiyou County Strategies in Parenting Home Visiting Program 806 South Main Street Yreka, CA 96097 Ph (530) 841-4061 fax (530) 841-4076 lealp@co.siskiyou.ca.us	The task force is a partnership between all 14 Far Northern County Breastfeeding Coalitions and/or Breastfeeding Advocates from these Counties. Members include: WIC Lactation Educators, Public Health Nurses, Dietitians, Public Health Assistants	<ul style="list-style-type: none"> Established in 2001 Meets quarterly, conference calls more often as needed Mission: To support state and local breastfeeding coalitions, to influence policies to protect and promote a mother's right to initiate and sustain breastfeeding for the first year of life. Policy Making. Support the Baby Friendly Policy. Promote standardized excellence in breastfeeding education and practice. Develop an educational package, which can be individualized in local coalitions. 	NCBC Goals for 2001 <ul style="list-style-type: none"> Establish bylaws and policy to support State and Local .Coalitions In Celebration of World Breast Feeding Week 2001, Guinness Event August 26, 2001 – Redding Convention Center Develop a breastfeeding speaker list.

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Orange County Orange County Breastfeeding Coalition	<p>Nancy Clifton-Hawkins nancy@express-yourself.net</p> <p>Heather Curtis, MPH, R.D., IBCLC 114 E. 19th St. Costa Mesa, CA 92627 Ocbreastfeedingcoalition.org Ph: (714) 242-1633 Hlara555@aol.com</p> <p>County Liaison: Laurence Obaid, MS, RD, CLE Orange County HCA, WIC Program 1725 W. 17th Street Santa Ana, CA 92706 Ph (714) 834-7986 fax (714) 834-8028 lobaid@hca.co.orange.ca.us</p>	Lactation Consultants, Nurses, Health Educators, Public Health Nutritionists/Dietitians, Work/Life Integration Specialist, (Disneyland), Public Health Field Nursing Staff, Social Workers, Hospital/Clinic Administrators, and anyone interested in furthering breastfeeding promotion and education	<ul style="list-style-type: none"> Established in 1997. Meets bi-monthly. Mission (draft): To facilitate productive and collaborative strategies, recommendations, which promote, support and protect breastfeeding in Orange County, Calif. For at least the first year of life and preferably longer. 	<ul style="list-style-type: none"> Professional Education- Educate health care providers, medical and nursing students. Public Education- Increase public awareness of breastfeeding through education and outreach. Workplace-Research on BF and work relationships Mother-to-Mother Support Develop breastfeeding support group directory. Research- Collect baseline data on breastfeeding rates. World Breastfeeding Week-Family Festival Week.
Placer County Breastfeeding Coalition of Placer County	<p>Cynthia Bastian, LVN, IBCLC P.O Box 111 Pilot Hill, CA 95664 Ph: 916) 933-3698 Fax: (916) 941-0587 dexbastian@aol.com</p> <p>Mary Wagner Davis, IBCLC Ph: (916) 781-9871 Teamwd@mindsync.com</p> <p>Cheryl Cox cegc@infostations.com</p>	Physicians, Nurses, Registered Dietitians, Lactation Consultants, Childbirth Educators, Certified Lactation Educators and Counselors, Social Workers, Home Visitors, WIC, MCAH, LLL Leaders, parents, and any other community members interested in furthering breastfeeding promotion and education.	<ul style="list-style-type: none"> Established November 2000 Meets monthly. Mission: To promote and support breastfeeding through education, outreach, and increased services in our communities. Goals: (in process) <ol style="list-style-type: none"> To train health care professionals and paraprofessionals on breastfeeding, lactation management and referral resources. Establish better support for breastfeeding women. Promote the “Baby Friendly” Hospital initiative in Placer County. Support and educate childcare providers. 	<ul style="list-style-type: none"> Prop 10 funding for: <ol style="list-style-type: none"> training of professionals and paraprofessionals hot line for breastfeeding women weekly breastfeeding clinic <ul style="list-style-type: none"> Developing resource guide World Breastfeeding Week promotion Participated in “The Human Race” fundraiser. Developing plan to obtain duration of breastfeeding statistics for our county as well as identification of barriers to breastfeeding

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Plumas County Mountain Interagency Lactation Coalition (MILC)	Barbara Howe, MS, RD, IBCLC Lactation Consultant P.O Box 3140 Quincy, CA 95971 Ph: (530) 283-6330 Fax: (530) 283-6110 barbarahowe@countyofplumas.com			<ul style="list-style-type: none">
Sacramento Region: Breastfeeding Coalition of Greater Sacramento Counties: El Dorado, Placer, Sacramento, Yolo	Janice Porter UCDMC Dept of Pediatrics 2516 Stockton Blvd Ticon II Sacramento, CA 95817 Ph (916) 734-6486 Fax: (916) 734-4098 Janice.porter@ucdmc.ucdavis.edu Or Jeannette Newman-Velez, R.D., M.P.H., IBCLC Community Resource Project WIC 915 Broadway Sacramento, CA 95818 Ph (916) 326-5835 Fax (916) 326-5839 jcnv@cs.com	Local WIC agencies, local DHHS, area hospitals, area HMO's, local EDS Medical regional rep; UC Davis Lactation Studies, Medela Inc., Hollister/Ameda Egnell, Sacramento Food Bank Mother/Baby Program, ALTA Lactation Consultants, local La Leche League leaders, other area health care professionals and community based organizations.	<ul style="list-style-type: none"> Established in March 1998 Meets monthly or bimonthly <p>Mission Statement: As a group of regional representatives, businesses, mothers, lactation consultants and other health care providers, to improve infant, family and community health by making breastfeeding the societal norm as we promote support, and protect breastfeeding in all areas of life.</p> <p>Guiding Principles of Work:</p> <ol style="list-style-type: none"> Advocate for Workplace Breastfeeding support Promote Hospital-based lactation Services Promote Interdisciplinary communication and Education. Enhance Community Access and Referral to Services. Educate for policy changes. 	<ul style="list-style-type: none"> Update annually a Professional Resource Handbook for health care professionals. Develop & disseminate Community Resource Pamphlet through physician offices, hospitals, WIC. Disseminate information on, and support legislation that promotes breastfeeding. Facilitate implementation of Ad Council campaign on local level. Provide speakers on breastfeeding topics for physician dinners, hospital Grand Rounds, and other health care professionals. Sponsor conference for area health care professionals every 18 months.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities

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San Benito County San Benito Alliance for Breastfeeding	<p>Lynn Mello, R.N. B.S.N., P.H.N. San Benito County Dept of Public Health 439 Fourth Street Holister, CA 95023 Ph (831) 637-5367 lynn@sanbenitoco.org</p> <p>Jacqueline Thompson, MS, RD, CLC 351 Felice Dr. Hollister, CA 95023 Ph: (831) 637-5306 ext. 26 Fax: (831) 637-9640 jacquelineT_rd@yahoo.com or Jacqueline_DHC@PVHealthTrust.org</p>	Representatives from: WIC, Saint Louise Hospital, Hazel Hawkins Hospital, Public Health, La Leche League, private providers, clinincs. private health educators.	<p>Est. 2000 Mission: Improve family health by making breastfeeding the cultural norm, creating a supportive public environment and improving rates of initiation and duration of breastfeeding in San Benito County. 10 Year Goal: Increase the proportion of mothers who initiate exclusive breastfeeding at baby's birth to 50% by 2010.</p>	<p>Strategy 1: Influence healthcare and community standards of breastfeeding practices by facilitating expansion of lactation expertise (CE classes) in the local health care professions. MET</p> <p>Strategy 2: Strengthen breastfeeding knowledge and accessibility by establishing bilingual childbirth and breastfeeding education classes to teenage parents and monolingual Latino families. ONGOING</p> <p>Strategy 3: Strengthen breastfeeding knowledge and accessibility by developing and distributing a bilingual breastfeeding resource guide to the perinatal population. ONGOING</p> <p>Strategy 4: Influence community standards of breastfeeding practices by assembling and distributing breastfeeding kits to postpartum mothers. ONGOING</p> <p>Strategy 5: Mobilize media campaigns, community partnerships and the Baby Friendly Initiative by developing a speaker's bureau. MODIFICATION IN PROGRESS</p>

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
San Diego County San Diego County Breastfeeding Coalition (SDCBC) www.breastfeeding.org	<p>Kelly Barger, RD, CLE, CDE, President SDCBC c/o Children's Hospital and Health Center 3020 Children's Way, MC5073 San Diego, CA 92123-4282 Ph (858) 9665981 fax (858) 541-4972 sdcbc@breastfeeding.org</p> <p>Audrey Naylor, MD, Dr. PH 2260 San Juan Rd. San Diego, CA 92103 Ph: (619) 295-5192 Fax: (619) 574-8159 Naylor@wellstart.org</p> <p>Nancy Wight, MD, IBCLC Children's Hospital & Health Center 3020 Children's Way San Diego, CA 92123 Ph: (858) 541-4180 Fax: (858) 451-4972 wightsd@aol.com</p>	<p>American Academy of Pediatrics, county WIC Programs, Child Health and Disability Prevention (CHDP), March of Dimes, local hospitals, community health care clinics, and physicians, lactation consultants, various pump rental/baby businesses, UC San Diego Medical Center, Wellstart International, La Leche League</p>	<ul style="list-style-type: none"> Established in 1994 Coalition meets bimonthly, board meets monthly Mission: To promote and support breastfeeding through education and outreach in our community" Objectives: <ol style="list-style-type: none"> 1. Assure access to comprehensive, current, and culturally appropriate lactation care and services for all women, children and families in San Diego County. 2. Ensure that breastfeeding is recognized as the normal method of infant and young child feeding and is woven back into our parenting and general societal culture. 3. Increase protection, promotion and support for breastfeeding mothers in the workforce. 4. Encourage breastfeeding/lactation research and evaluation. 5. Ensure the SDCBC will be fiscally sound and self-sustaining. 	<ul style="list-style-type: none"> Breastfeeding Resource Guide- English & Spanish- for the general public Professional seminars, e.g. physicians breastfeeding seminar Four active committees (community outreach, professional outreach, resource, evaluations) Media activities such as billboard campaign, breastfeeding-friendly establishments, World BF Week, support of breastfeeding-friendly workplaces Quarterly Newsletter Breastfeeding and working CD for employers Website: www.breastfeeding.org

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
San Francisco County San Francisco Breastfeeding Promotion Coalition	Renée Tavares RD, IBCLC San Francisco Dept. of Public Health WIC Program 30 Van Ness Ave. Ste 220 San Francisco, CA 94102 Ph (415) 575-5745 Fax (415) 575-5797 Renee.tavares@sfdph.org Therese Doan-Nguyen PHN, IBCLC San Francisco City and County 3850 17 th Street San Francisco, CA 94114 Ph (415) 487-7588 Fax (415) 558-8221 Therese.doan-nguyen@sfdph.org	Local Health Department, WIC, CPSP Providers, Medi- Cal Managed Care Providers, Community Groups, Private Industry, Wells Fargo, San Francisco Hospitals and Medical Centers, American Academy of Pediatrics, San Francisco Unified School District, LaLeche League, Nursing Mothers Council, Homeless Prenatal Program	<ul style="list-style-type: none"> Established January 1998 To improve the health of the community by promoting breastfeeding as the cultural norm. 	<ul style="list-style-type: none"> Development of Community Resource Guide. Media activities including television, radio, and print publicity and “Media Watch” response to Breastfeeding images in the media. Professional audience presentation slide set and script available for purchase. Sample workplace policy package developed for distribution through Chambers of Commerce. Breastfeeding curriculum (early stages in curriculum development process).
San Joaquin Breastfeeding Coalition of San Joaquin County, A subcommittee of the Healthier Community Coalition	Gail Dacayanan R.D., IBCLC San Joaquin County Public Health Services- WIC Program P.O Box 2009 Stockton, CA 95201-2009 Ph (209) 468-0373 Fax (209) 468-8573 gailann5@aol.com	Local hospitals, pediatricians, LCs, CLEs, HMOs,WIC, LLL, county public health services	<ul style="list-style-type: none"> Established in 1996 Meets monthly Mission: Organize local efforts to improve the health of our community by promoting, educating, and providing support for breastfeeding Goal: Determined by on-going community needs assessment 	<ul style="list-style-type: none"> Community Needs Assessment Physician and Health Care Professional Training World Breastfeeding Week Promotion Breastfeeding Education Materials- Production of Hmong Video Informational Presentations on Breastfeeding or Breastfeeding Coalition Building

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
San Luis Obispo County Breastfeeding Coalition of San Luis Obispo County- CURRENTLY INACTIVE	Dayna Ravalin CLE, RD SLO Health Dept. P.O. Box 1489 SLO, Ca. 93406-1489 2191 Johnson Avenue SLO, CA 93401 Ph (805) 788-2101 Fax (805) 788-2045 dravalin@co.slo.ca.us Or Olga Mireles, RN SLO General Hospital 2180 Johnson Avenue SLO, CA 93401 Ph (805) 781-4905 Fax (805) 781-1294 omir@charter.net Or Linda McClure, MS, RD County of San Luis Obispo P.O. Box 1489 San Luis Obispo, CA 93406 Ph (805) 781-5571 Fax (805) 781-1154 lmccclure@co.slo.ca.us	Current members include nursing mothers, nurses, WIC personnel, lactation consultants, college professor, health care providers	<ul style="list-style-type: none"> Established in 1996 Meets quarterly The mission of the Breastfeeding Coalition of San Luis Obispo County is to promote and support breastfeeding as a vital part of the health and development of children and their families in our communities. 	<ul style="list-style-type: none"> August Breastfeeding Awareness Month. Media presentation on benefits of breastfeeding, library displays, posters in city buses, etc. Free lectures to parenting groups, university and community college Baby-Friendly certification for General Hospital in San Luis Obispo. On going public education and awareness of the benefits of breastfeeding. Promoting Breastfeeding Friendly Workplaces in our county.
San Mateo County Breastfeeding Advisory Committee for San Mateo County WIC	Anne Garrett, RN, MS, IBCLC San Mateo WIC Program 32 W. 25 th Ave, # 203 A Ph (650) 573-2955 Fax (650) 577-9223 agarrett@co.sanmateo.ca.us Michelle Londono, PHN, CLE San Mateo County Public Health 232 Grand View Ave. San Francisco, CA 94114 Ph: (650) 301-8613 Fax: (415) 401-9959	Hospitals, WIC	<ul style="list-style-type: none"> Established in 1995 Meets quarterly Mission is “to promote and support breastfeeding in the WIC community” Create a countywide Breastfeeding Resource Guide. Develop and implement a Breastfeeding In-service Program for local MD offices and churches. Work with San Mateo County Businesses to create a Breastfeeding Friendly Workplace. Develop a teen Breastfeeding Mentor Program. 	<ul style="list-style-type: none"> Established a toll-free breastfeeding hotline Created a breastfeeding curriculum for WIC moms in the third trimester

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
	mlondono@proactivenc.com			
North Santa Barbara Co. (Santa Maria) Breastfeeding Coalition	Wrenette Hole RD, IBCLC, Santa Barbara County Public Health Department Nutrition Services WIC 2125 Centerpointe Pkwy Santa Maria, CA 93455 Ph (805) 878-6217 Fax (805) 346-8243	Hospitals and Clinics, WIC, Public Health Department, LLL, Medela, Schools, Perinatal Advisory Council, Regional health Authority, doctors, schools, CLE's and IBCLC's.	Established 11/98 1. Provide accurate breastfeeding information to health professionals. 2. Encourage policies and procedures that promote breastfeeding in all local hospitals. 3. Educate the community about BF and its benefits. 4. Gather data re. BF rates as a goal and to assess the effectiveness of certain strategies. 5. Obtain funding sources.	<ul style="list-style-type: none"> Quarterly Symposium In House Training Grant Writing Develop BF resource guide Promote World BF Mo. Work with SB South Co. BF Coalition
South Santa Barbara Co Breastfeeding Coalition	Meg Beard MPH, CHES, RD, IBCLC Santa Barbara County Public Health Department Nutrition Services WIC 315 Camino Del Remedio Santa Barbara, CA 93110 Ph (805) 681-5276 Fax (805) 681-4755 (fax) mbeard@co.santa-barbara.ca.us	Hospitals and Clinics, Birthing Center, WIC, Public Health Department, LLL, Medela, Breastfeeding Project, Schools, Perinatal Advisory Council Regional Health Authority (Managed Medi-Cal), American Indian Health, Lactation Location, doctors, CLE's and IBCLC's.	Established 1/99 Meets bimonthly Mission: Group of local medical professionals, social service providers, childbirth educators, lactation experts and breastfeeding advocates committed to the common goal of promoting breastfeeding and support mothers in our community. 1. Educate health professionals and community about breastfeeding. 2. Establish breastfeeding friendly business.	<ul style="list-style-type: none"> March of Dimes Grant Development of a BF Directory Community Outreach Development of goals/objectives Yearly speaker Grant writing World BF month activities
Santa Clara County Santa Clara Valley Breastfeeding Task Force	Kathy Sweeney, RD, CLE Santa Clara County Public Health Department Nutrition and Wellness/WIC 976 Lenzen Avenue.	WIC programs, MCAH program, CPSP providers, Black Infant Health Program, Mothers' Milk Bank, community clinics, local hospitals, public health	<ul style="list-style-type: none"> Established in 1992 Meets every other month Goal: "Agencies and individuals working together to promote maternal and infant health through breastfeeding -- a cooperative venture to increase the effectiveness of breastfeeding support and	<ul style="list-style-type: none"> Breastfeeding Guide to Resources in Santa Clara County Breastfeeding and Substance use-pamphlet English, Spanish, Vietnamese versions

Please contact Suzanne Haydu, Maternal and Child Health Branch, at (916) 650-0382 or fax (916) 650-0304, for any questions or updates.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
	<p>Rm. 1200 San Jose, CA 95126 Ph (408) 792-5052 Fax (408) 947-8745 Kathy.Sweeney@hhs.co.santa-clara.ca.us</p> <p>Susan McLaughlin, MPH, RN, CLE Santa Clara Public Health Department (same as above) Ph: (408) 792-5121 Fax: (408) 947-8745 Susan.mclaghlin@hhs.co.santa-clara.ca.us</p>	nursing, lactation consultants, Nursing Mothers Council, La Leche League, managed care plan, home health care, teen pregnancy program, adult education.	information dispersal in Santa Clara Valley.”	<ul style="list-style-type: none"> • August Breastfeeding Awareness Month - county proclamation, media blitz, and other activities • Established MCAH Breastfeeding Support Line • Provide MCAH In-Home Lactation Services • On-going breastfeeding promotion projects
Santa Cruz County Breastfeeding Coalition	<p>Katie Le Baron, MPH Perinatal Services Assistant Coordinator Health Services Agency P.O. Box 962 1060 Emeline Avenue Santa Cruz, CA 95061 Ph (831) 454-5477 Fax: (831) 454-5049 katie.lebaron@health.co.santa-cruz.ca.us</p> <p>Lilian Beggs, RN, IBCLC Sutter Lactation Center 2900 Chanticleer Ave Santa Cruz, CA 95065 Ph: (831) 477-2229 Fax: (831) 477-2221 beggs@cruzio.com</p>	County Perinatal Services, WIC, La Leche League, Nursing Mothers Council, Dominican Santa Cruz Hospital, Watsonville Community Hospital, Cabrillo College Nursing & ECE Departments, Sutter Maternity Center, Central Coast Alliance for Health, Birth Network	The Santa Cruz County Breastfeeding Coalition recognizes that breastfeeding is the norm and as such, is committed to optimizing the health of mothers and babies by encouraging breastfeeding friendly attitudes, policies, and images in the community, as well as promoting breastfeeding education and supportive practices among women and their families, health professionals and the community.	<ul style="list-style-type: none"> ◆ Promote breastfeeding-friendly policies and practices in Santa Cruz county, including those promoted by mother friendly and baby friendly initiatives. ◆ Conduct outreach and education to health care professionals, schools, businesses and the community. ◆ Promote positive media coverage of breastfeeding issues and events. ◆ Advocate for and facilitate ongoing support for Latina mothers and families to increase breastfeeding rates and duration among the population. ◆ Support and participate in community events that promote breastfeeding and breastfeeding awareness. ◆ Facilitate resource sharing and collaboration among agencies and programs that provide health-related services to women and their families. ◆ Conduct data collection and

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
				<p>evaluation to identify local trends in breastfeeding rates and related issues.</p> <ul style="list-style-type: none"> ◆ Conduct grant writing and other fundraising activities to provide financial support for Coalition activities.
Shasta County Shasta County breastfeeding Coalition	<p>Susan Ann Spencer, IBCLC Shasta Breastfeeding Support Center 1616 Market Street Redding, CA. 96001 Ph (530) 245-6466 Fax (530) 229-8442 sspencer@co.shasta.ca.us</p>	<p>Physicians, WIC staff, La Leche League leaders, La Leche League members, Public Health Nurses, Head Start staff, WIC Nutritionist, Labor and Delivery nurses, hospital personnel, Maternal, Child and Adolescent Health staff (MCAH), Breastfeeding Peer Counselors, Breastfeeding moms, Physicians office staff, Pharmacy staff, and anyone interested in promoting breastfeeding in our community.</p>	<ul style="list-style-type: none"> • Established in 1997 • Meets every 4-6 weeks • Mission: “ Breastfeeding is the natural way to produce healthy, happy babies and mothers in Shasta County. • Goals: <ol style="list-style-type: none"> 1. To inform parents of the deeply satisfying, health optimizing, and money-saving benefits of feeding their babies’ breast milk for at least the first year. 2. To educate health care professionals to give appropriate advice and support to keep mothers breastfeeding their babies well into the first year. 3. To increase the general public awareness of life-long advantages for the breastfed infant, breastfeeding mother, and the family. The result will be that our community will encourage the breastfeeding mother. 	<ul style="list-style-type: none"> • Supported the training of 9 breastfeeding peer counselors. • Promoted World Breastfeeding Week with newspaper coverage, radio talk show, and TV news spot. • Supported and attended the WIC celebration of breastfeeding moms • Distributed breastfeeding promotional items to physician’s office staff in our community. • Conducted a countywide breastfeeding survey. • Produced a Breastfeeding Friendly Resource list. • Developed a Breastfeeding Fact Sheet for Physicians offices. • Developed an introduction letter, introducing the coalition to our local physicians and inviting their participation. • Distributed Health Care Providers breastfeeding support kit to local physicians offices. • Plans for a baby friendly booth at the local fair.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Siskiyou County Breastfeeding Task Force	Terri Funk, RN, PHN, CLC Siskiyou County MCAH Director/PSC 806 S. Main Yreka, CA 96097 Ph (530) 841-4070 Fax (530) 841-4094 funkt@co.siskiyou.ca.us	This Task Force is a subcommittee of Family Interagency Services Council (FISC); members include WIC CLC, Siskiyou MCAH Director/PSC, CPSP Health Educators, Local Childbirth Instructors, Family Practice MD/LE, PHN Casemanager for Teen Parenting Program & Obstetrical Nurses	<ul style="list-style-type: none"> Established in 1996 Meets monthly Mission: To promote breastfeeding countywide. Build an exceptional network to promote and sustain breastfeeding through public education, professional outreach, and personal service. Governing values: Individual and group integrity, compassionate, confidential service, and The Baby Friendly Policy 	2003/2004 Goals <ul style="list-style-type: none"> Distribute Breastfeeding Troubleshooting Guide/Binders to all OB/Family practice providers & provide mini breastfeeding inservices at the same time at the providers practices. Support Prop 10 funded perinatal programs in the county Set up Baby Friendly area at the county fair, promote World BF week activities including incentives/gifts for BFing mothers. Distribute updated BF resource list to providers/clients Plans for data collection to obtain sustained breastfeeding rates for Siskiyou County Distribute biannual BFing newsletter to local providers Continue distribution of Baby Friendly hospital discharge packets at both local hospitals.
Solano County Breastfeeding Coalition of Solano County	Teri Broadhurst, MPH, RD, IBCLC Breastfeeding Coordinator Solano County Health and Social Services Nutrition Services-WIC Program 2101 Courage Dr. Fairfield, CA 94533 Ph (707) 435-2212 Fax: (707) 435-2217 tbroadhurst@solanocounty.com	The coalition is a Subcommittee of the Maternal, Child, and Adolescent Advisory Board consisting of breastfeeding advocates from the Health and Social Services Department, CPSP, community clinics, the Partnership Health Plan of California, lactation consultants, and local hospitals	<ul style="list-style-type: none"> The Breastfeeding Coalition of Solano County was initiated in July of 1997. Goals: <ol style="list-style-type: none"> To make Solano County Breastfeeding Friendly To provide Solano County families with education about the benefits of breastfeeding prior to and post pregnancy. To provide mothers in Solano County who have chosen to breastfeed with support, assistance and education for the duration of their breastfeeding experience 	<ul style="list-style-type: none"> Developed an information and media resource binder Sponsored African-American Breastfeeding Conference Developed a breastfeeding poster with handouts explaining early discharge policies for CPSP and hospital offices Provide monthly trainings for members Provide materials for yearly World Breastfeeding Month Promotion

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Sonoma County Sonoma County Breastfeeding Coalition	<p>Margaret Bregger Sonoma County Indian Health Project, Inc. 144 Stony Point Rd Santa Rosa, CA 95401 Ph (707) 521-4578 Fax (707) 526-1016 mbregger@ext.dhs.ca.gov</p> <p>Carol Allwine, MPH, RO, CLE Sonoma County WIC Program 3273 Airway Dr., Suite F Santa Rosa, CA 95403 Ph: (707) 565-6597 Fax: (707) 565-6524 callwine@sonoma.county.org</p> <p>Chris Moses, RN, BSN, IBCLC Sutter Medical Center of Santa Rosa 625 Steele Lane Santa Rosa, CA 95403 Ph: (707) 576-4857 Fax: (707) 576-4812 cjkline@sonic.net</p>	<p>Membership is open to all interested people. Currently, membership includes local WIC and community professionals involved in breastfeeding support.</p>	<ul style="list-style-type: none"> Established in 1996 Mission: <ol style="list-style-type: none"> To educate and empower women to breastfeed. To encourage breastfeeding friendly attitudes, policies, and images in the community; To promote unity among breastfeeding professionals and advocates; to increase public awareness of the value of breastfeeding 	<ul style="list-style-type: none"> Breastfeeding Resource list Breastfeeding discharge packet or local hospitals as part of Breastfeeding Week Breastfeeding education packets to health providers Participation in various health fairs Serving Sonoma County

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Southern California WIC Consortium of Southern California	Kiran Saluja, MPH, RD Public Health Foundation Enterprises, Inc. 12781 Schabarum Avenue Irwindale, CA 91706 Ph 626) 856-6618 ext 202 Fax (626) 472-6298 ksaluja@earthlink.net kiran@phfewic.org Or Sonja Beck, CLE, IBCLC Antelope Valley Hospital WIC Program 44244 10 th St. West Lancaster, CA 93534 Ph (661) 726-6441 Fax (661) 949-5940 maureen.simanski@avhospital.org	American Red Cross, Antelope Valley Hospital Medical Center, City of Long Beach DHHS, Clinic Sierra Vista, Mercy Hospital and Medical Center, Northeast Valley Health Corporation, North County Health Services, Orange County Health Care Agency, Pasadena Public Health Department, Public Health Foundation, Research & Education Institute, Riverside County Health Services Agency, Riverside- San Bernardino County Indian Health, SDSU Foundation, San Ysidro Health Center, Santa Barbara County Health Care Services	<ul style="list-style-type: none"> Established in 1993 Meets quarterly Mission: “Together, we will: <ol style="list-style-type: none"> Strive to expand our ability to improve infant and maternal health within the communities we serve by education and supporting expectant and nursing mothers regarding breastfeeding. Informing the public of the superiority of breastfeeding over infant feeding with breast milk substitutes; Networking with the greater health community to enhance our effectiveness. Advocating for our own needs to better achieve our goals.” 	<ul style="list-style-type: none"> World Breastfeeding Week 1995 Theme: Empowering Women (health fairs and breastfeeding promotional give-a-ways in local shopping malls, media coverage, and proclamation signing by City and County of Los Angeles) Written letters re: Support of AB157, and Request for a Proclamation for “World breastfeeding Week” to Kim Belshe and Gail Wilson Written several position papers on breastfeeding Ongoing support to WIC coordinators Sharing materials

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Stanislaus County Breastfeeding Coalition of Stanislaus County	<p>Sharon Winterberg, MS, RD, CLE Stanislaus County Health Services Agency-WIC 401-E Paradise Rd Modesto, CA 95351 Ph (209) 558-5079 Fax (209) 558-8318 swinterberg@schsa.org</p> <p>Rose Nunes, IBCLC Le Leche League Leader, Stanislaus County Health Services Agency-WIC 401 E-Paradise Rd. Modesto, CA 95351 Ph: (209) 558-5080 Fax: (209) 558-8318 mnunes@schsa.org</p> <p>Susan Sanders, IBCLC La Leche League Leader: Ph (209) 537-1243 s_sanders4@msn.com</p>	Lactation consultants, physicians, nurses, La Leche League Leaders, childbirth educators, WIC dietitians, and anyone interested in breastfeeding promotion and education.	<ul style="list-style-type: none"> Established in February of 1999. Meets bi- monthly. Mission: To bring together a network of breastfeeding advocates both lay and professional to promote and support breastfeeding through education of families, our community and health care providers. 	<ul style="list-style-type: none"> Member education. Resource sharing/collaboration. Community/professional education. Plan activities for World Breastfeeding Month. Recognition of Baby Friendly employers. Support La Leche League World Walk. Develop coalition brochure with listing of local breastfeeding resources.
Tehama County Breastfeeding Council of Tehama County	<p>Kathleen Alanis kalanis@ext.dhs.ca.gov Or Sue Mitchell, RD,IBCLC smmitchel@chw.edu Contact both at info below: Catholic Health Care West WIC Program c/o St. Elizabeth Community Hospital 2550 Sister Mary Columbia Dr Red Bluff, CA 96080 Ph (530) 527-8791 Fax (530) 527-6150</p>	Members include WIC, Mother Baby Home Visit Program, County Health agency, Lactation professional	<ul style="list-style-type: none"> Established in 1994 Mission: “to promote breastfeeding among Tehama County families & provide reliable breastfeeding resources to the community” 	<ul style="list-style-type: none"> During National Breastfeeding month, The Breastfeeding Council gave plaques to three companies that were pro-breastfeeding in Tehama County Had an article in the newspaper on breastfeeding Conference for health care Professionals with Nancy Wight Developed a uniform breast-feeding resource list for the community.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Tuolumne County Breastfeeding Coalition	Debbi Townsend, IBCLC The Tuolumne County Breastfeeding Coalition 18711 Tiffeni Drive #17-208 Twain Harte, CA 95383 Ph: (209) 984-4640 tcbc@webdancers.com	Health care professionals WIC,staff, La Leche League, and breastfeeding moms.	<ul style="list-style-type: none"> Established 1998 Meets monthly Vision statement; that the benefits of Breastfeeding will be available to all citizens of Tuolumne County through education and support. 	<ul style="list-style-type: none"> Community Needs Assessment World Breastfeeding Week promotion activities Information exchange.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Ventura County Ventura County Breastfeeding Coalition	Lynda Young, Primary WIC Program Contact Ventura County Health Care Agency 2240 E. Gonzales Rd., #290 Oxnard, CA 93036 lynda.young@mail.co.ventura.ca.us (805) 981-5268	WIC, Maternal and Child Health Task Force, Ventura County Medical Center, Community Memorial Hospital, Los Robles Medical Center, St. John's Hospital, PACLAC, Simi Valley Hospital, Medela Inc., La Leche League, MOMS Club, CPSP, Ojai Birth Resource Center Members: The coalition is comprised of individuals representing public and private agencies as well as interested community members.	<ul style="list-style-type: none"> Established in 1997 Meets monthly Mission: Agencies and individuals throughout Ventura County working together to promote maternal and child health through breastfeeding support, education and outreach in our community. Objectives: <ol style="list-style-type: none"> The Ventura County Breastfeeding Coalition is dedicated to providing education and support to healthcare providers and the community, network with other breastfeeding advocates and improving breastfeeding rates and duration. The hope is to improve accessibility to lactation professionals throughout the county and increase breastfeeding rates and duration primarily for mothers encountering problems in the first few weeks. 	<p>Proposed activities:</p> <ul style="list-style-type: none"> Provide Breastfeeding training to Resident Training Program, nursing students, WIC staff, PHN staff, other health care providers World BF Week activities Public Health Week Breastfeeding activities Ventura County Fair Booth <p>Current activities:</p> <ul style="list-style-type: none"> Dr. Marshall Klaus presenting January 2002 Updating "Breastfeeding Resource Directory". This project was originally funded by a March of Dimes grant. Provided scholarships for 76 professionals and paraprofessionals to attend Certified Lactation Counselor training course. This was funded by Prop. 10 grant of \$37,000. We are actively promoting the "Baby Friendly" designation at our area hospital and currently have 2 hospitals that have submitted their "Letters of Intent." <p>Completed activities:</p> <ul style="list-style-type: none"> The Breastfeeding Coalition recently completed a "narrow-casting" outreach campaign. This project, funded by a March of Dimes grant, placed a breastfeeding promotion poster and small fold out educational messages at locations frequented by pregnant women. Efforts are being made to continue this project after an overwhelming positive response.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Yolo County The Community Breastfeeding Coalition of Yolo County	Laura Ortiz, IBCLC Yolo County WIC Program 825 East St. Ste 123 Woodland, CA 95776 PH: (530) 666-8099 ext.1807 Fax: (530) 666-6276 Laura.Ortiz@yolocounty.org			

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Yuba/Sutter/Colusa County Yuba/Sutter/Colusa Breastfeeding Task Force	Paula Standard, RD, MS, CLE Del Norte Clinics WIC Program 2 Ninth Street Marysville, CA 95901 Ph (530) 742-3055 Fax: (530) 742-2599 Marie431@yahoo.com Or Marcia Barnes Sutter Co WIC 1445 Veterans Memorial Circle Yuba City, CA 95991 Ph (530) 822-7224	WIC, local health department, La Leche League, Fremont Medical Center, Breast pump rental station, private lactation counselor, and other interested parties.	<ul style="list-style-type: none"> Established in 1993 Monthly meetings Mission: “Our purpose is to organize local efforts to improve the health of our community by promoting, educating, and providing support for breastfeeding.” 	<ul style="list-style-type: none"> Breastfeeding conference World BF week Activities Quarterly Newsletter to health care providers BF inservices Participation in Health Fairs